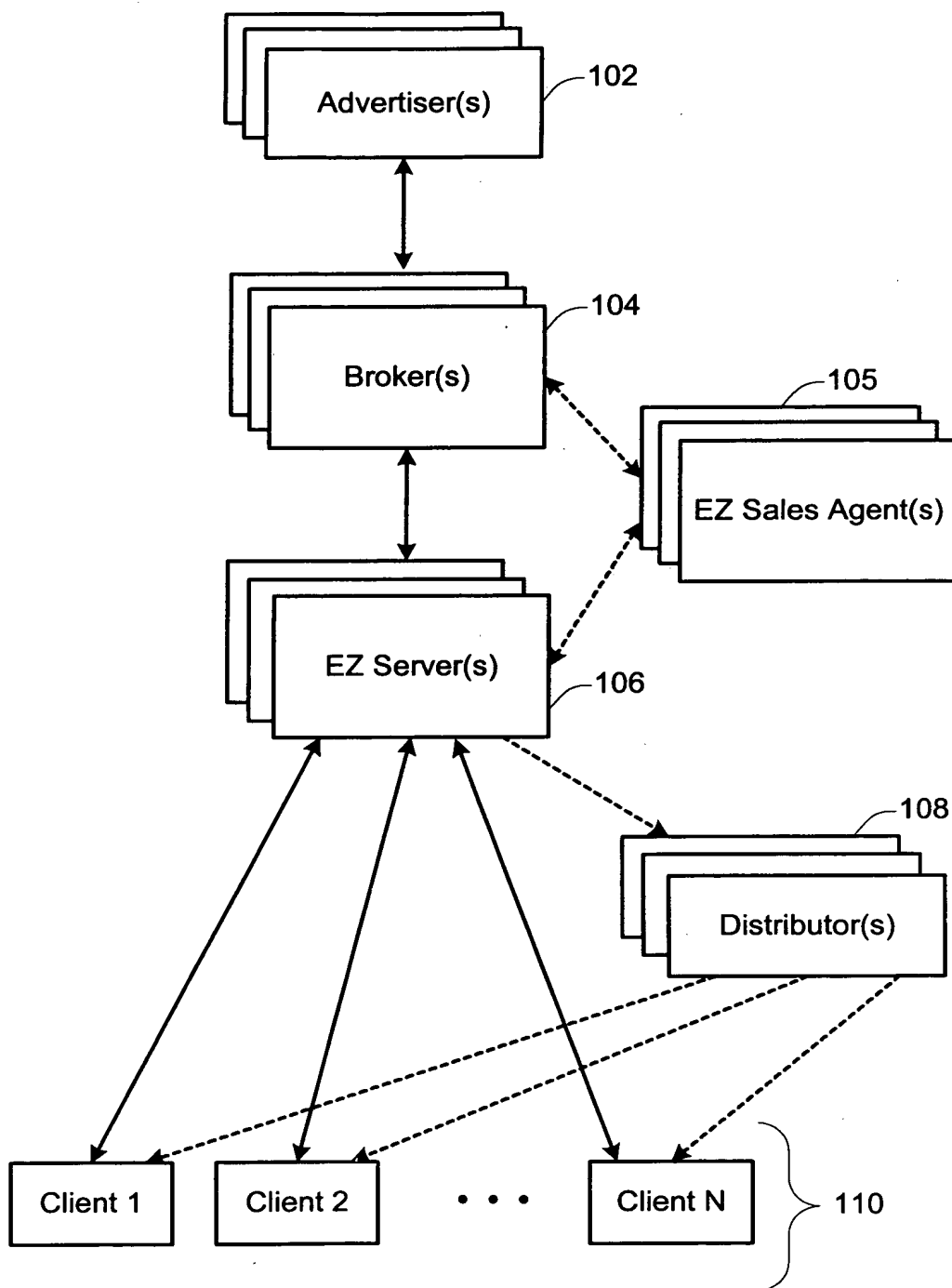


1/45



100

Fig. 1

2/45

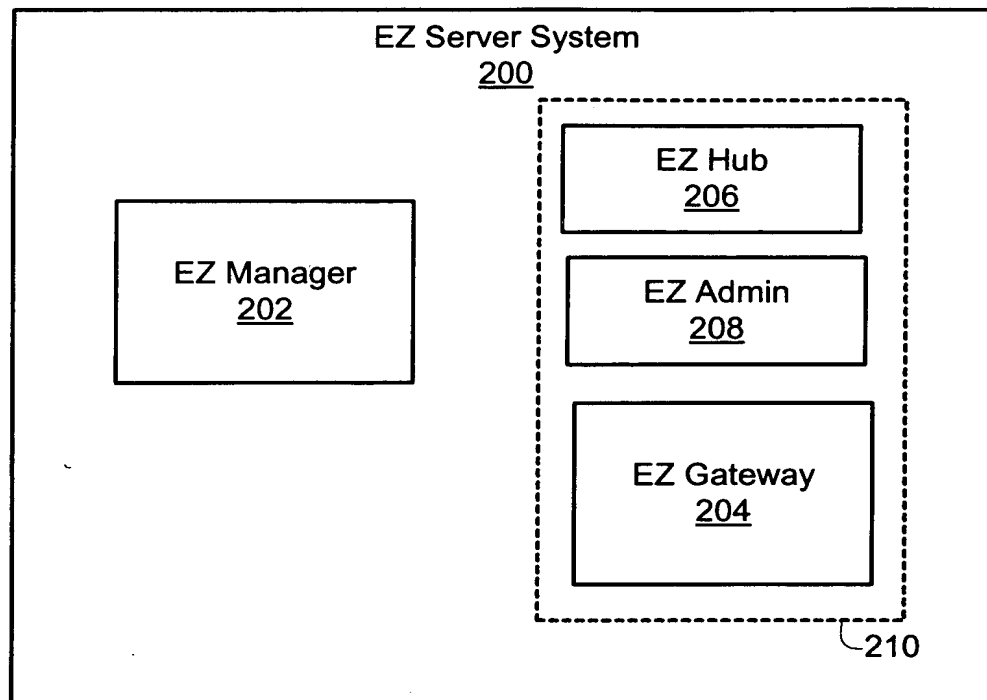


Fig. 2

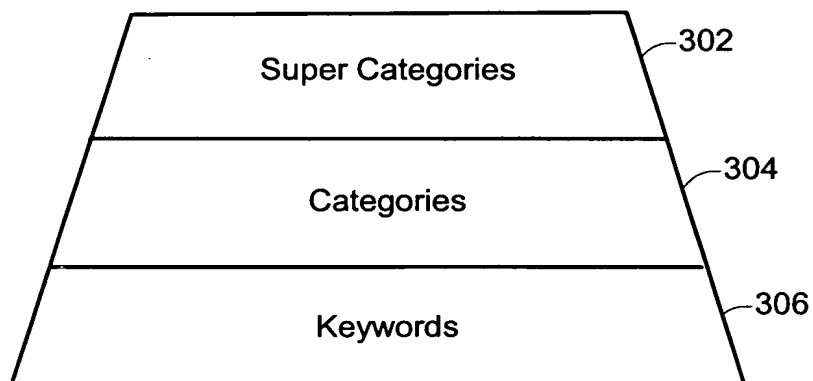


Fig. 3

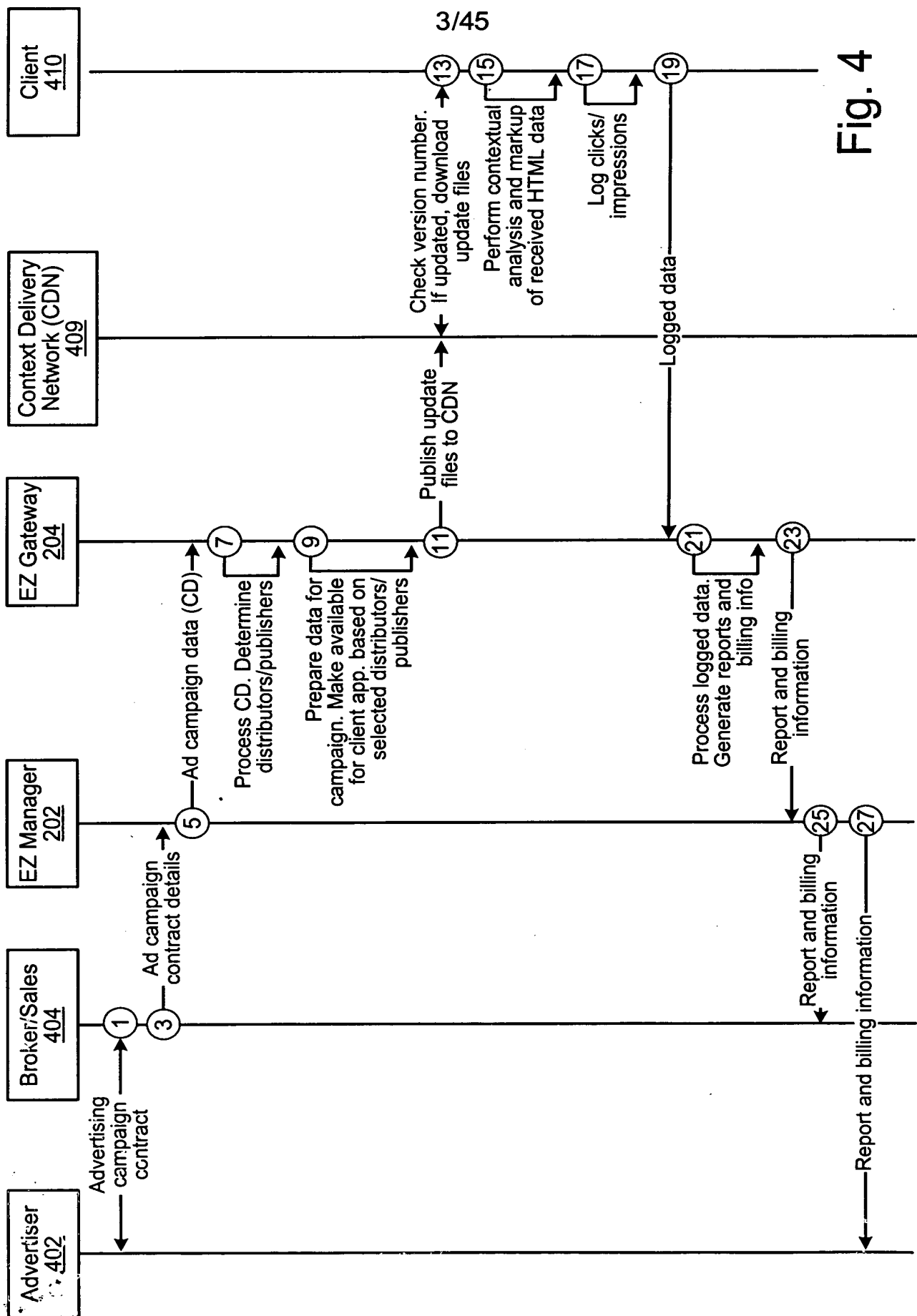


Fig. 4

4/45

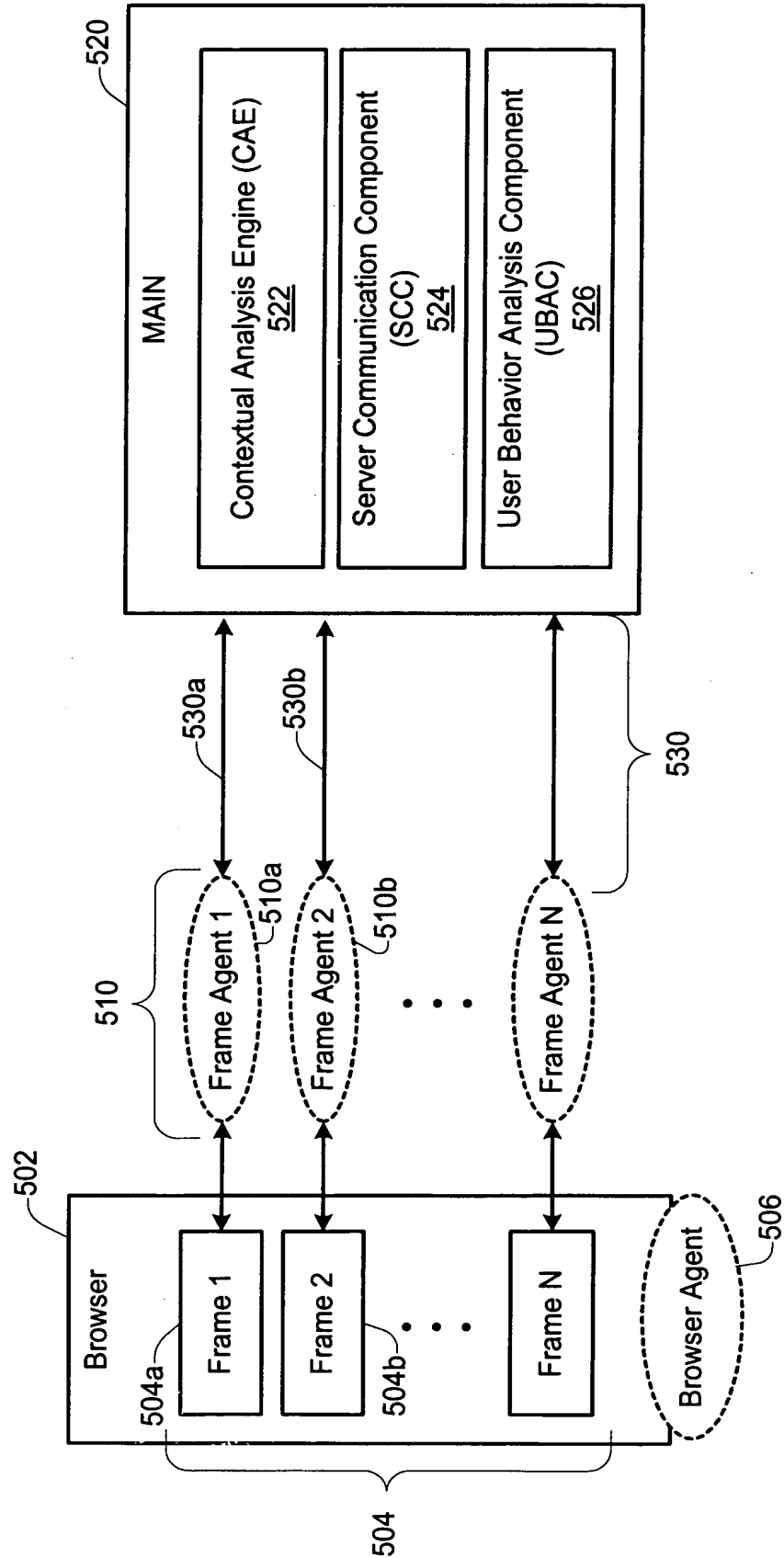


Fig. 5A

5/45

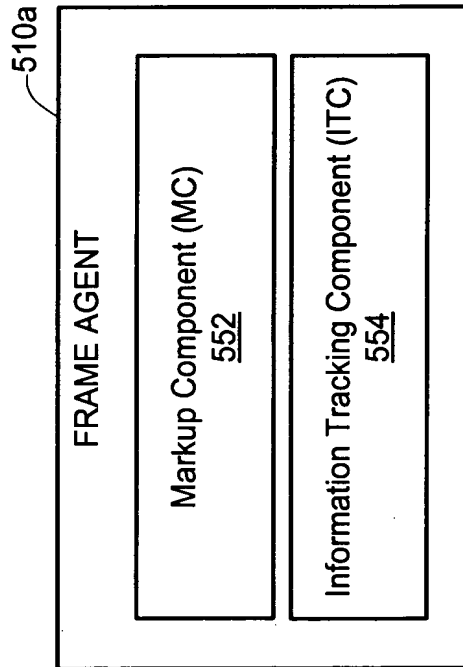
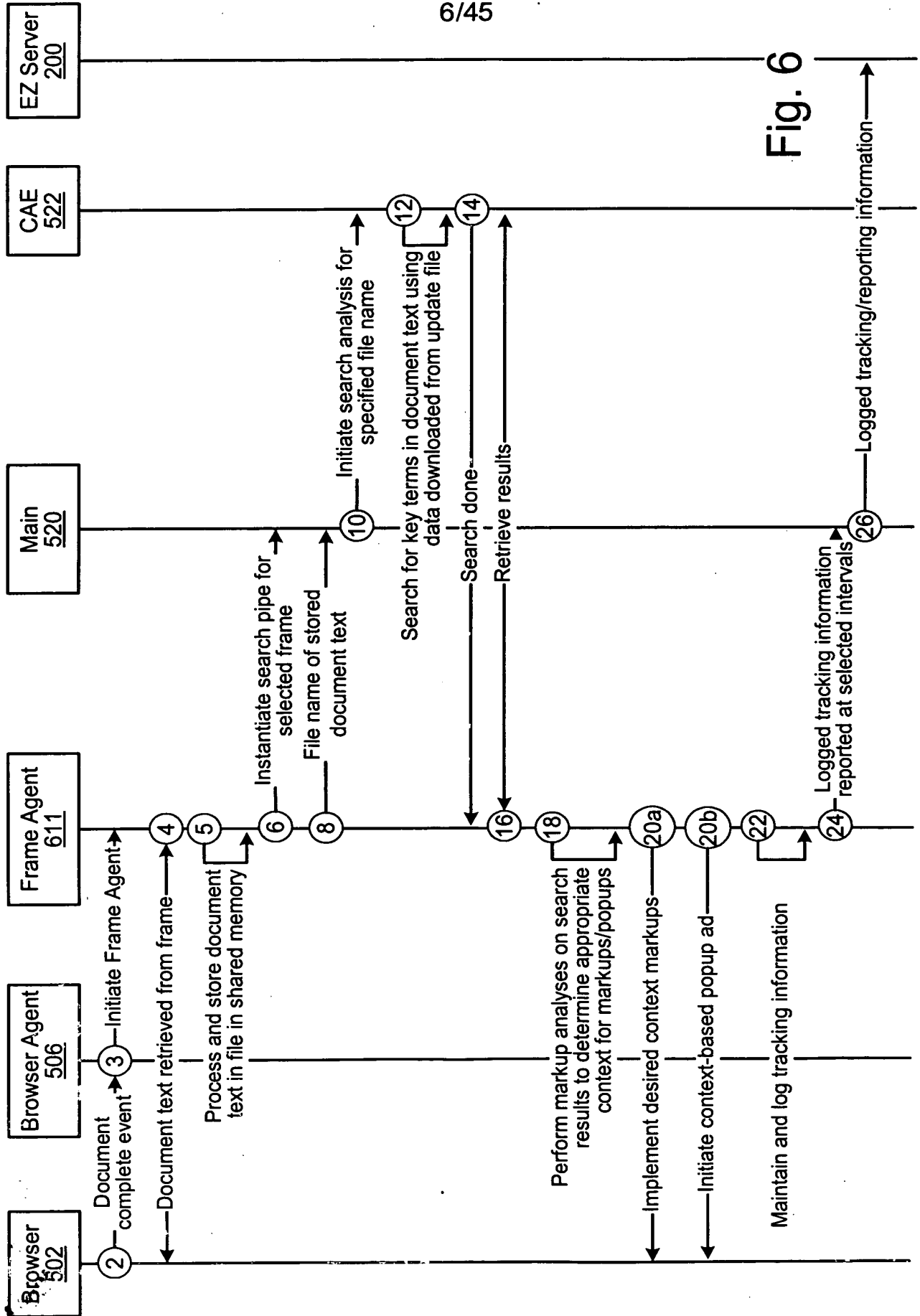


Fig. 5B

6/45



7/45

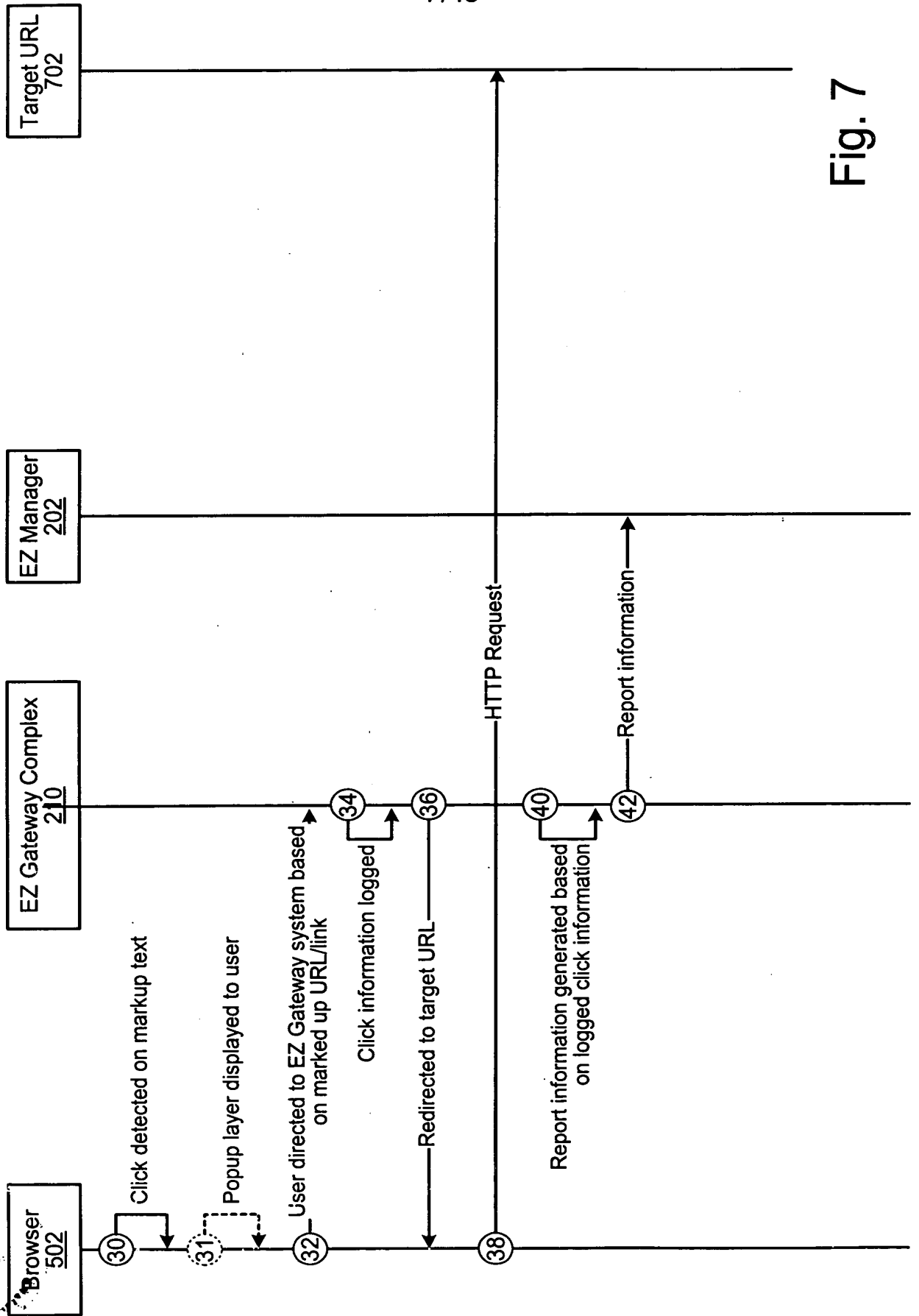


Fig. 7

8/45

Fig. 8

802	804	806	808	812	814	816
Category ID	Category Type	Max number of underlines	Category Priority	Category Name	Restricted Site IDs	Restriction Indicator

800

Fig. 9A

902	904	906	908	912	914	916	918
Key Phrase or Title ID	Display String Type	Threshold Value	Match/Display Properties	Display String Text	Alternate Display Strings	Negative Words	Parent Category ID

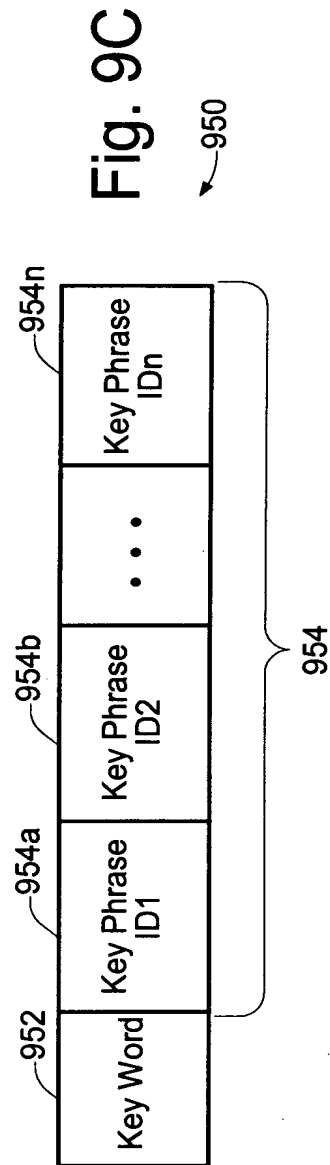
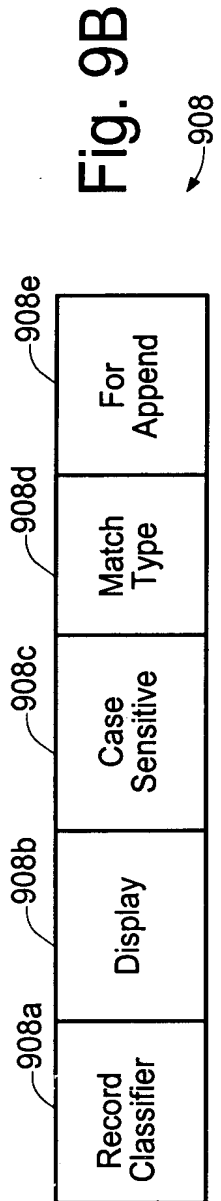
900

Fig. 10

1002	1004	1006
Site ID	Site Name	Group ID

1000

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10/45

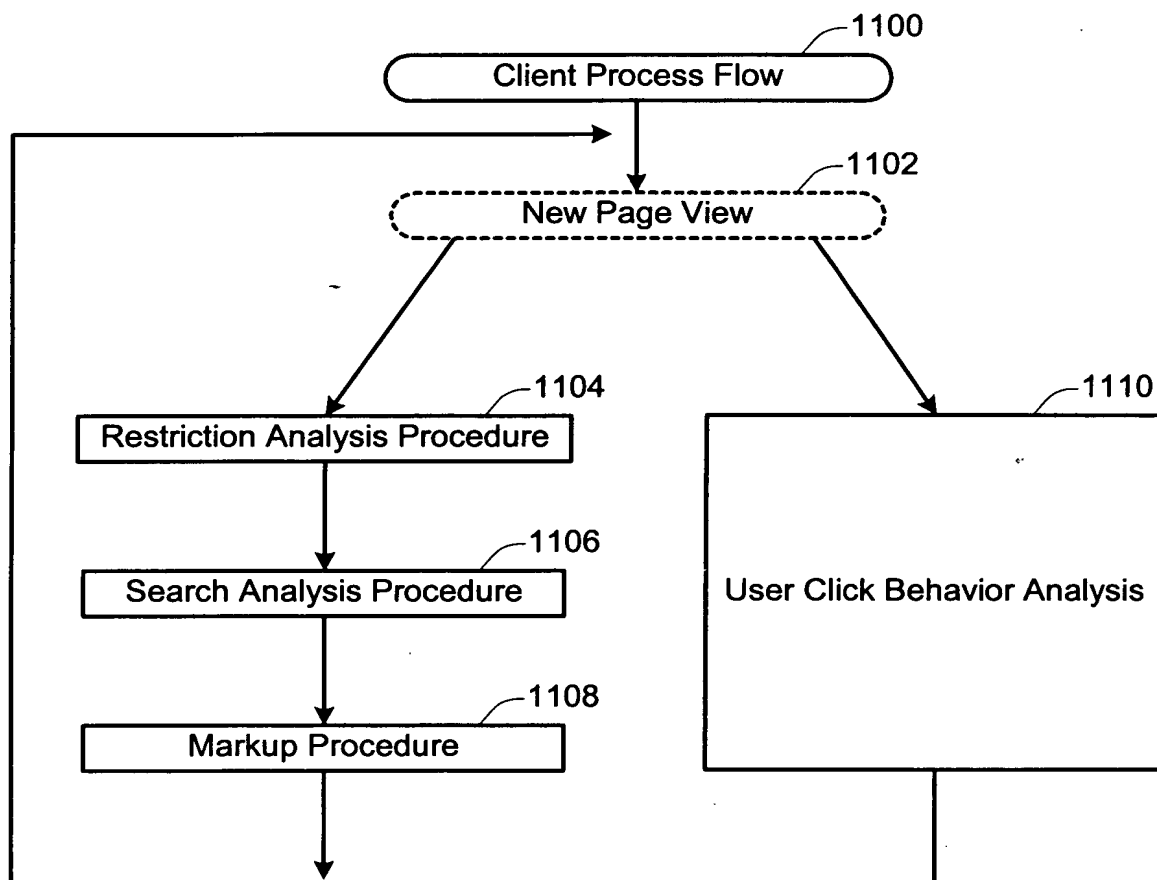


Fig. 11

11/45

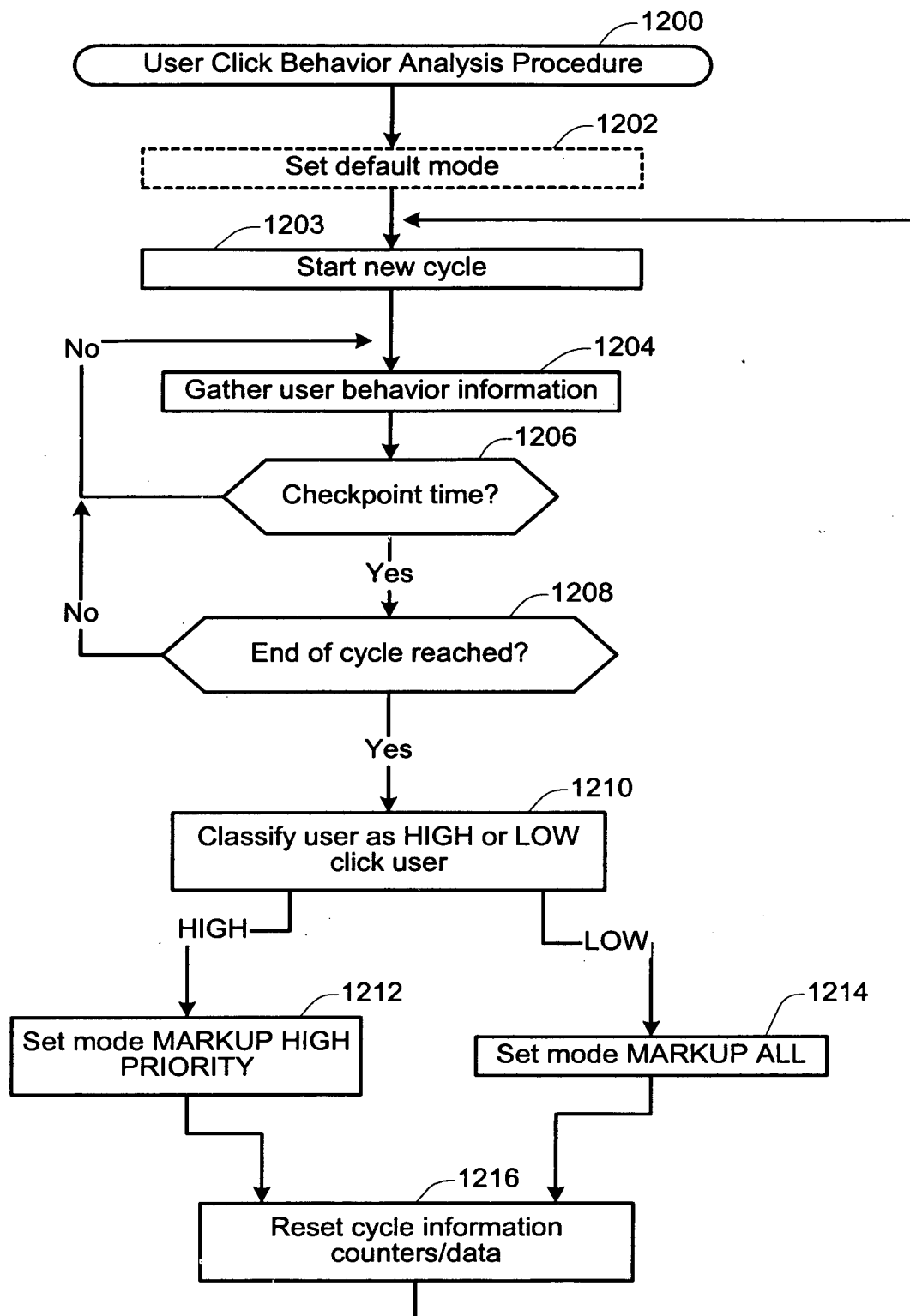


Fig. 12

12/45

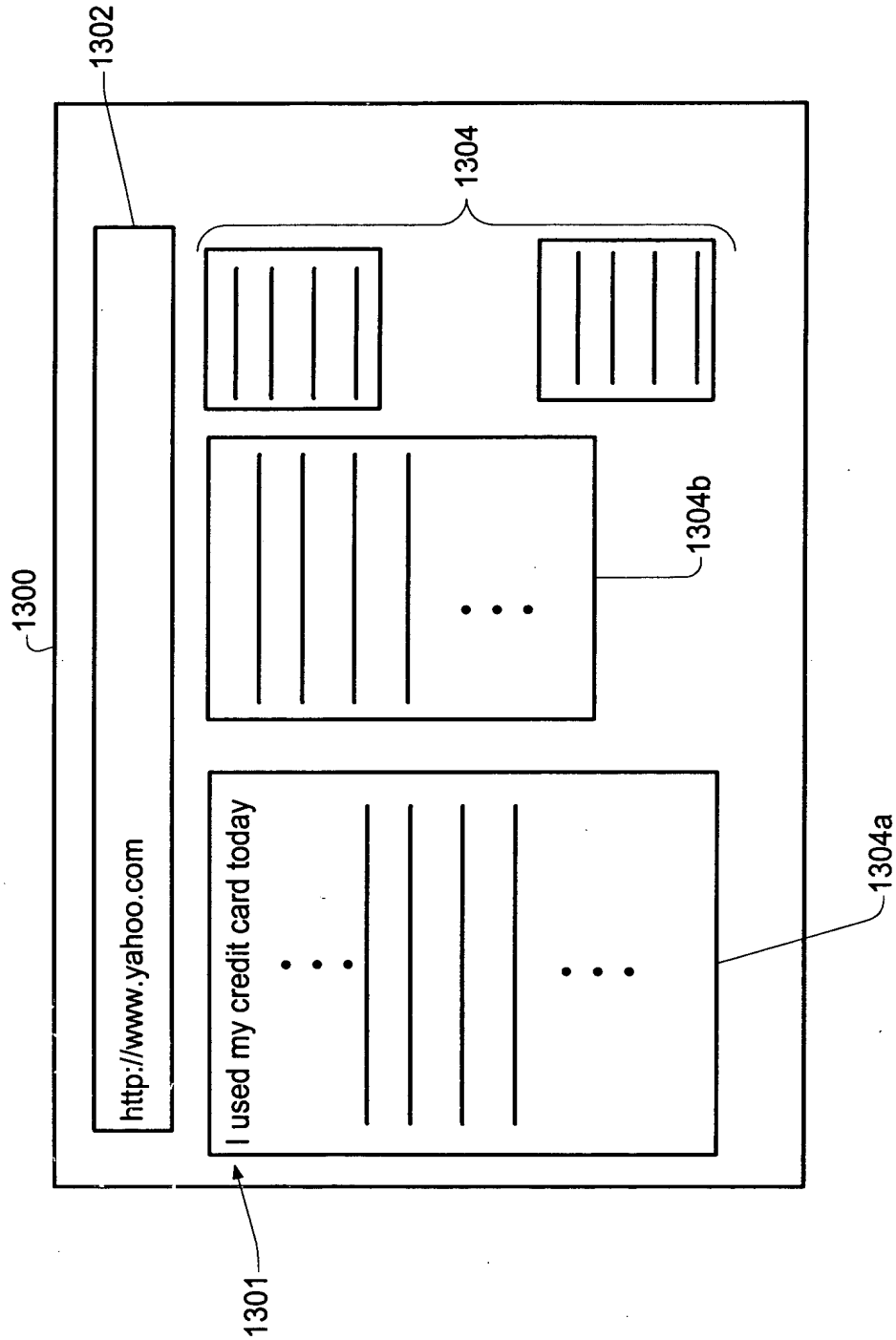
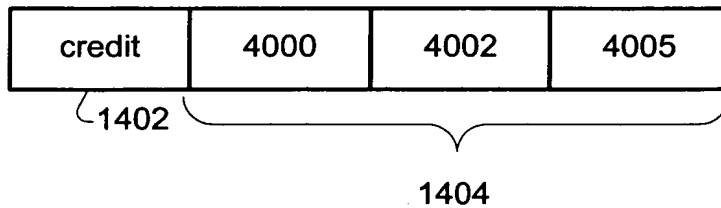


Fig. 13

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1420 Fig. 14A

4000	Exact	"credit card"	100	"check"	9000	← 1442
4002	Exact	"credit check"	100		9000	← 1444
4005	Fuzzy	"credit card APR"	60	"used"	9000	← 1446

1440 Fig. 14B

5001	www.yahoo.com	2	← 1462
5002	www.cnn.com	0	← 1464

Fig. 14C

1460

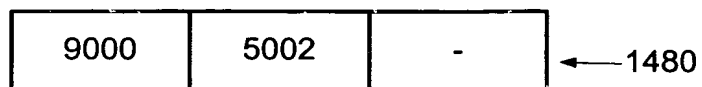


Fig. 14D

14/45

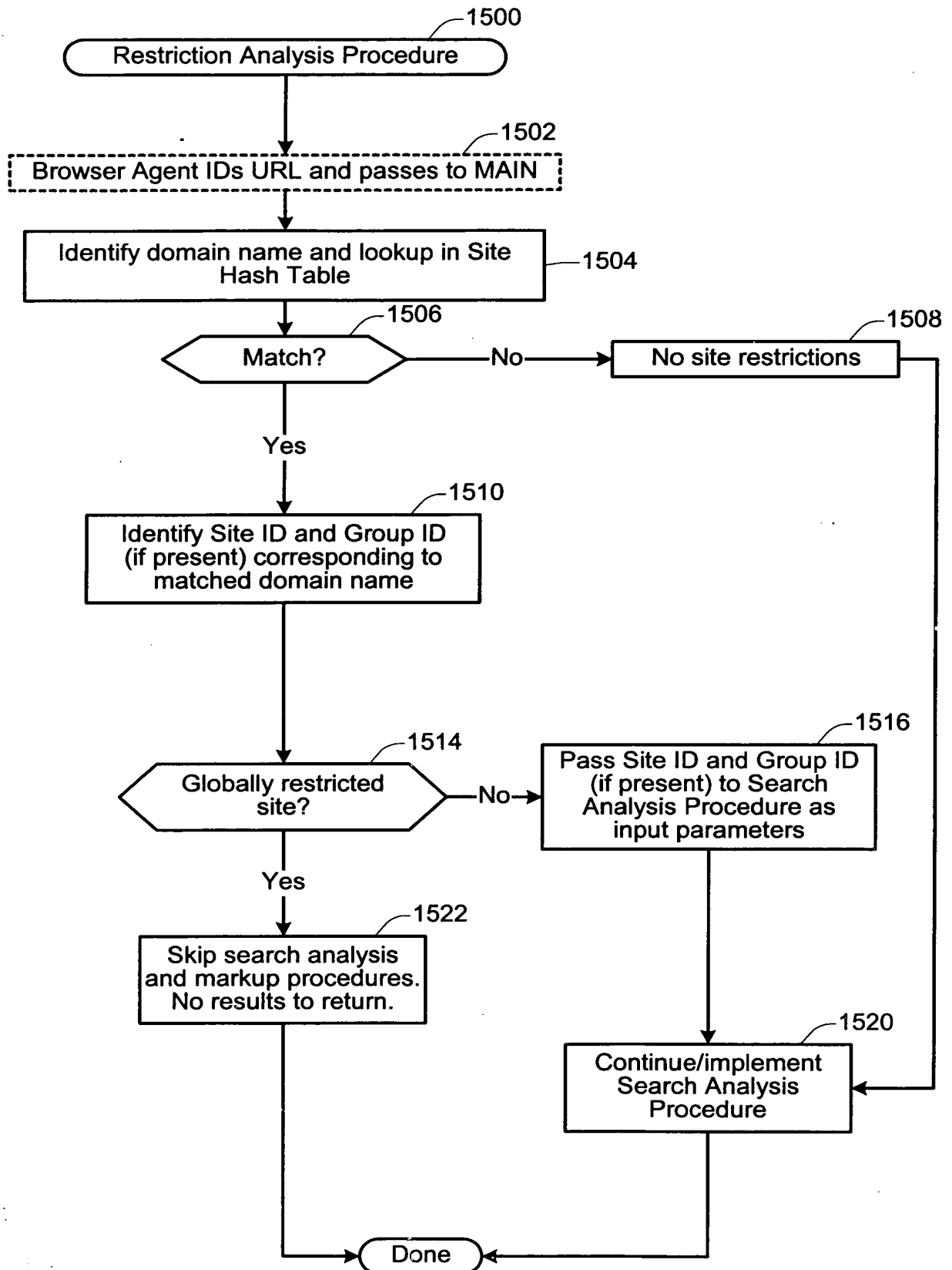


Fig. 15

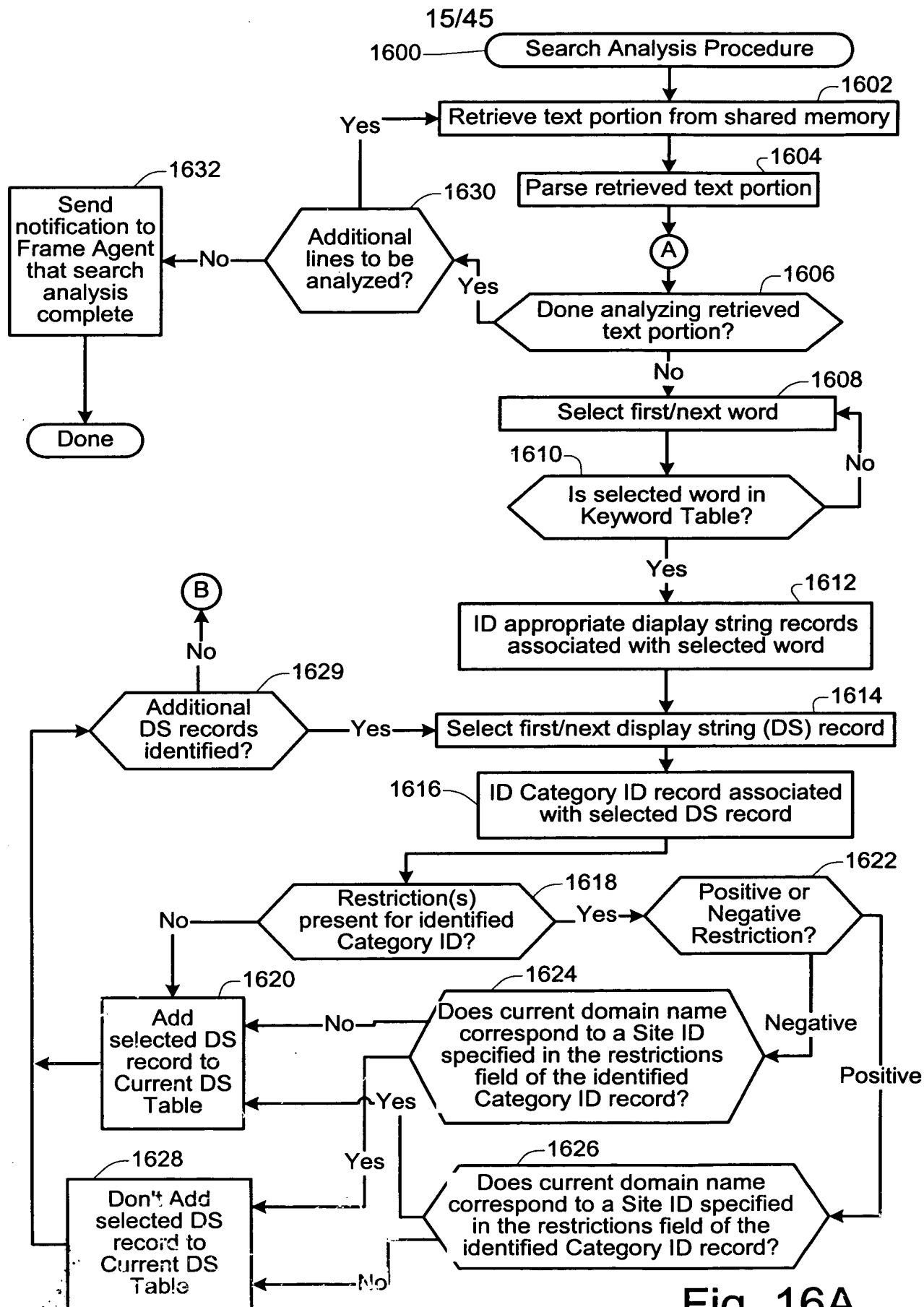


Fig. 16A

16/45

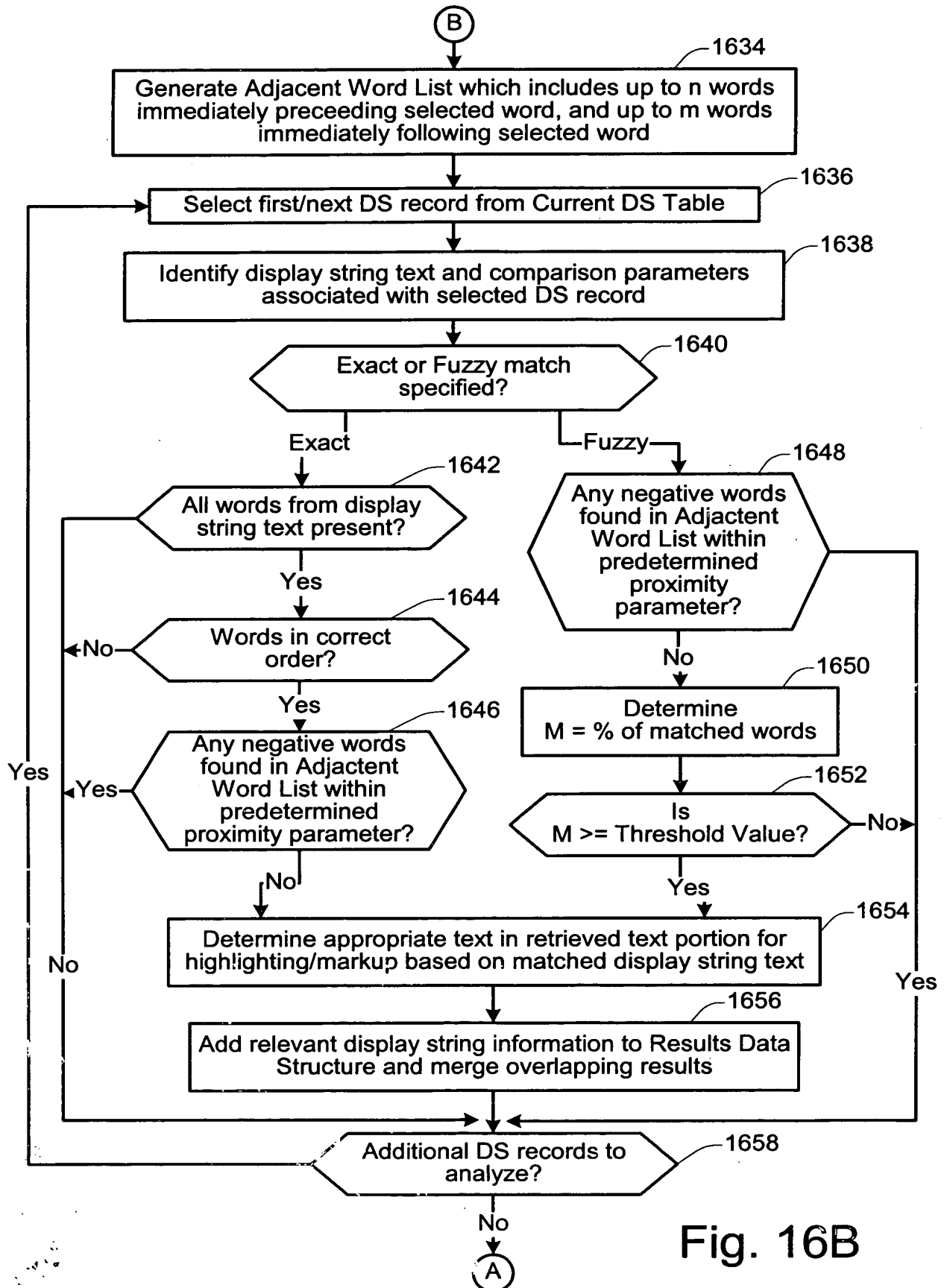


Fig. 16B

17/45

I	1
used	3
my	8
credit	11
card	18
today	23

Fig. 17A

1710

1712 1714

credit	card
x	x

Fig. 17B

1720

credit	check
x	

Fig. 17C

1730

credit	card	APR
x	x	

Fig. 17D

1740

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4000	Exact	"credit card"	100	"check"	9000	1772
4002	Exact	"credit check"	100		9000	1774
4005	Fuzzy	"credit card APR"	60	"used"	9000	1776

1770 Fig. 17E

19/45

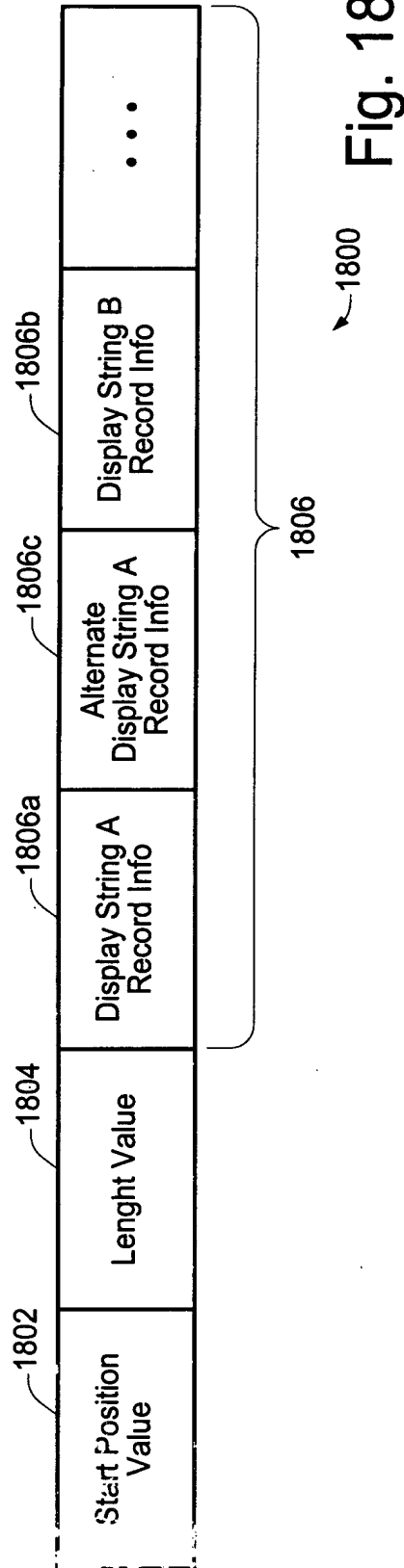


Fig. 18

20/45

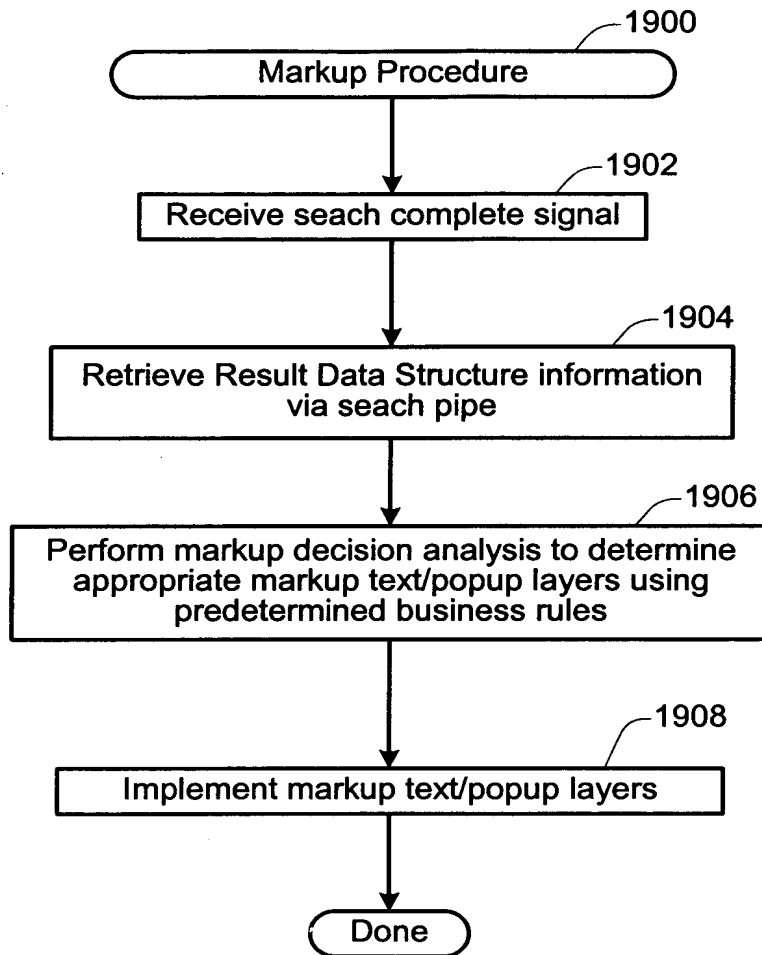
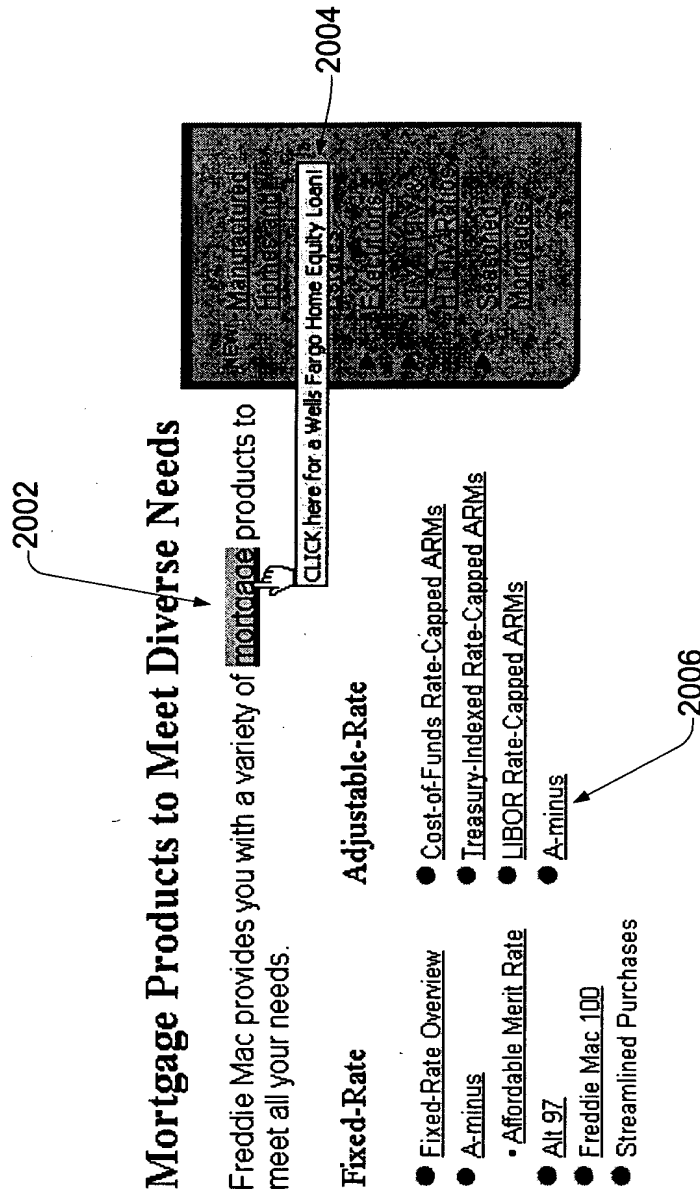


Fig. 19

21/45



2000 Fig. 20

22/45



Fig. 21

23/45

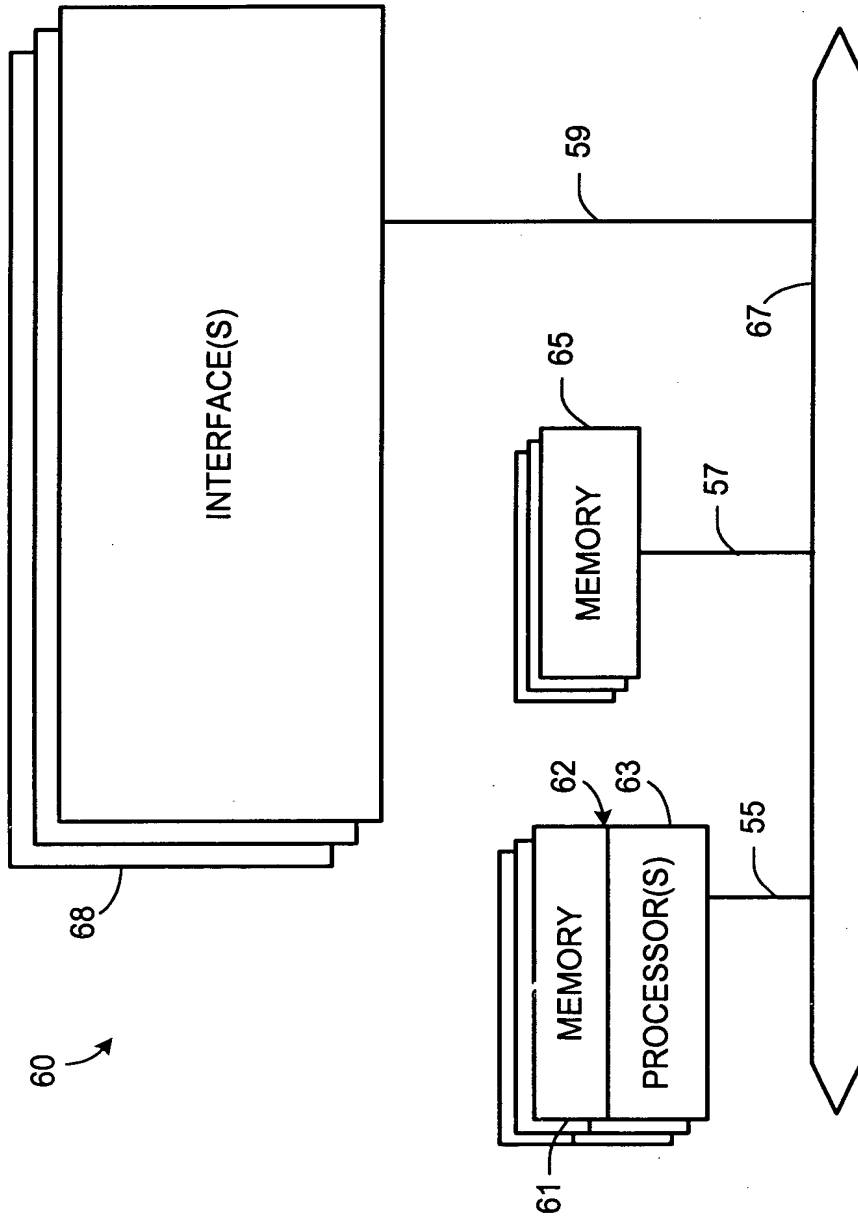


Fig. 22

24/45

Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apparel & Beauty	0.704	0.793	0.925	0.937	0.999	0.944	0.903	1.045	0.946	0.940	1.113	1.760
Automotive	0.905	0.937	1.098	1.008	1.116	1.089	1.014	1.091	0.988	0.970	0.905	0.868
Computers & Electronics	0.971	0.909	0.980	0.873	0.931	0.928	0.931	1.000	0.948	0.916	1.072	1.531
Computers & Electronics: Internet												
Directories & Search												
Employment & Careers												
Entertainment	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Books	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Ent & life	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Magazines	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Matchmaking	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Music	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Sweepstakes												
Entertainment: Toys	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Entertainment: Video	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Health & Fitness												
Home & Family: Family												
Home & Family: Food	0.953	0.903	1.002	0.970	1.030	1.015	1.030	1.019	0.989	0.977	1.001	1.113
Home & Family: Home	0.828	0.810	0.977	1.069	1.198	1.112	1.039	1.067	0.998	1.039	0.953	0.896
Home & Family: Pets	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Legal												
News & Politics												
Personal Finance & Banking												
Shopping	0.778	0.807	0.921	0.942	1.000	0.965	0.929	0.985	0.915	0.956	1.170	1.631
Sports												
Sports: Sportsgear	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Telecom												
Travel												

Fig. 23

25/45

3000

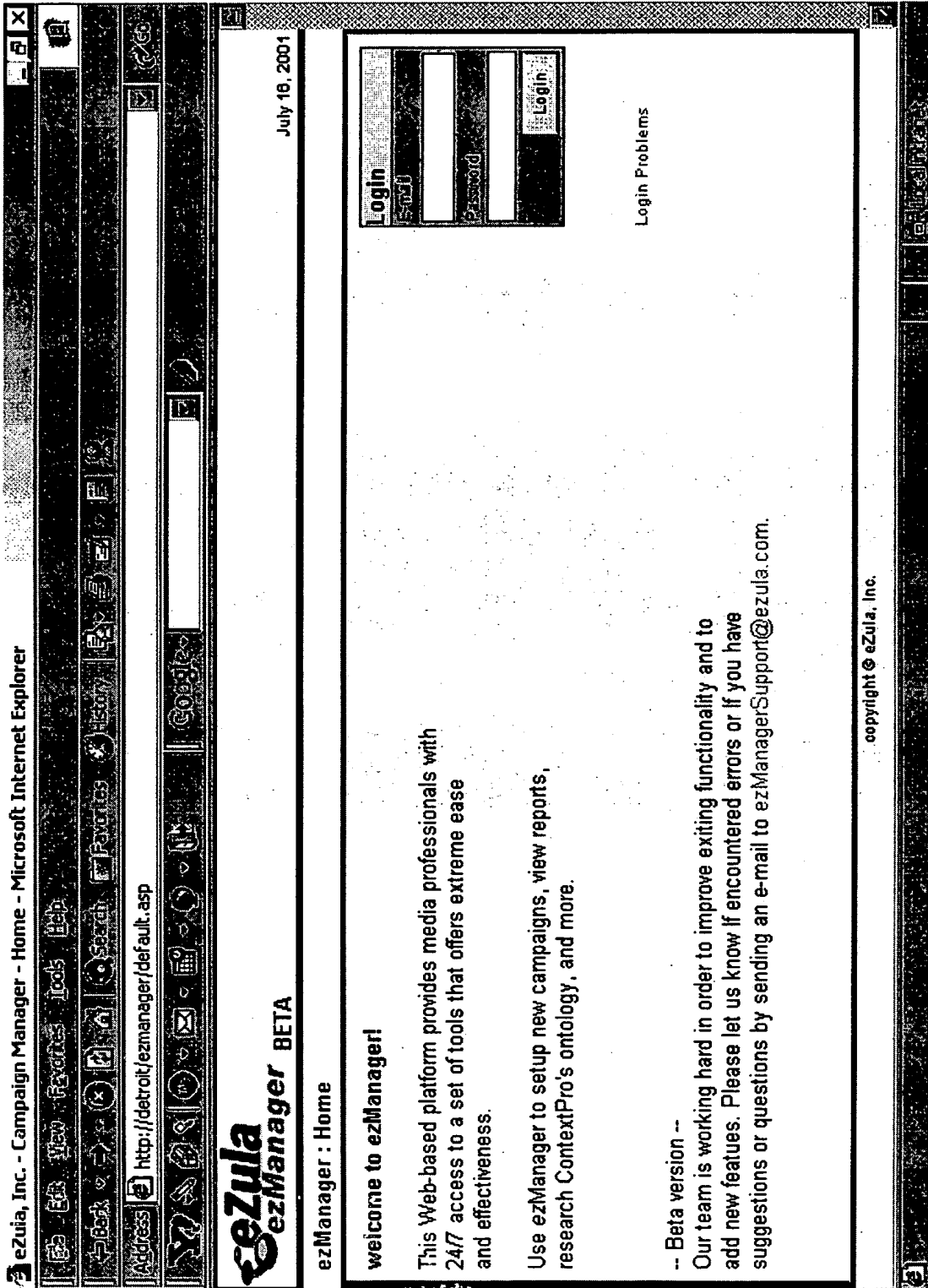


Fig. 24A

26/45

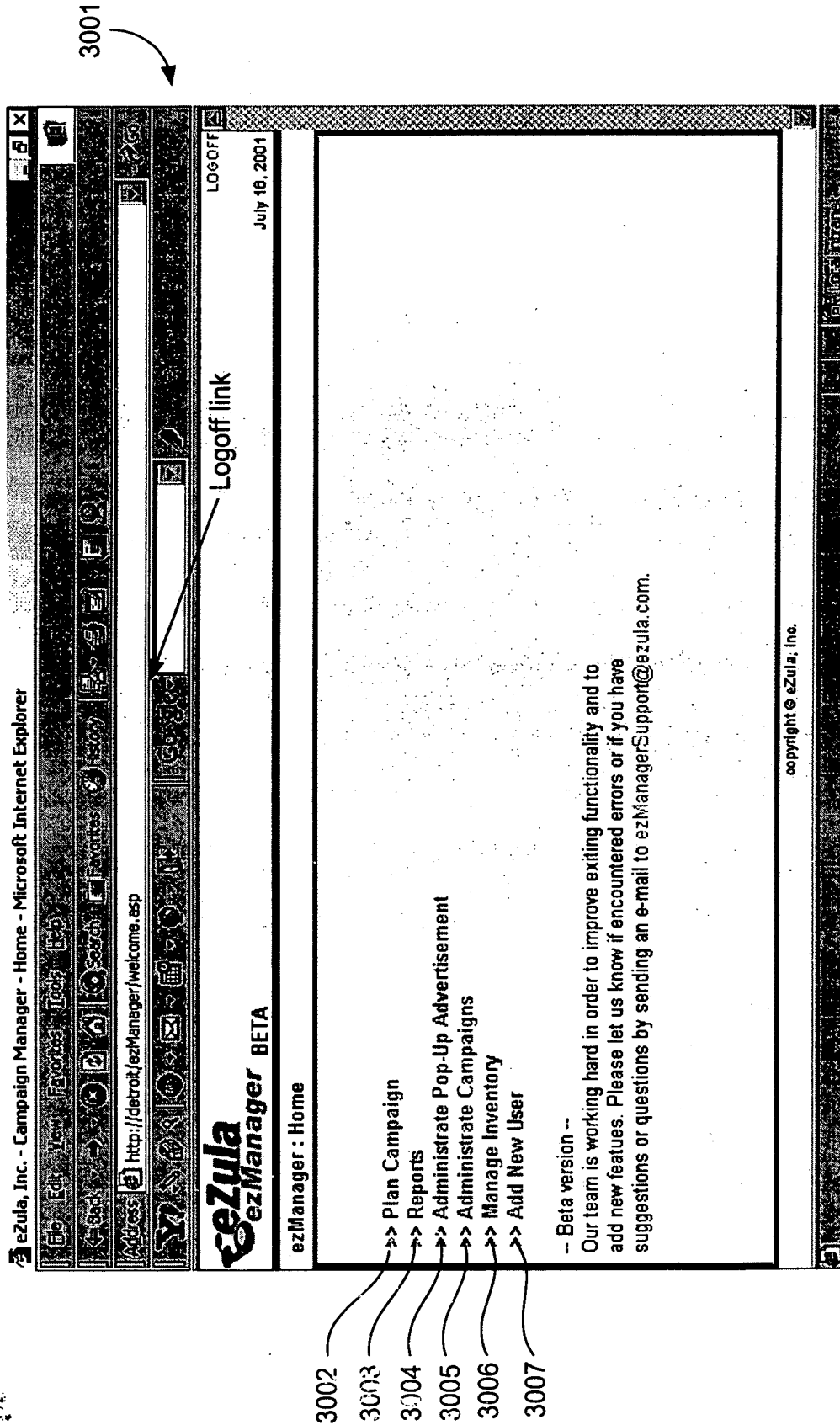


Fig. 24B

27/45

3008

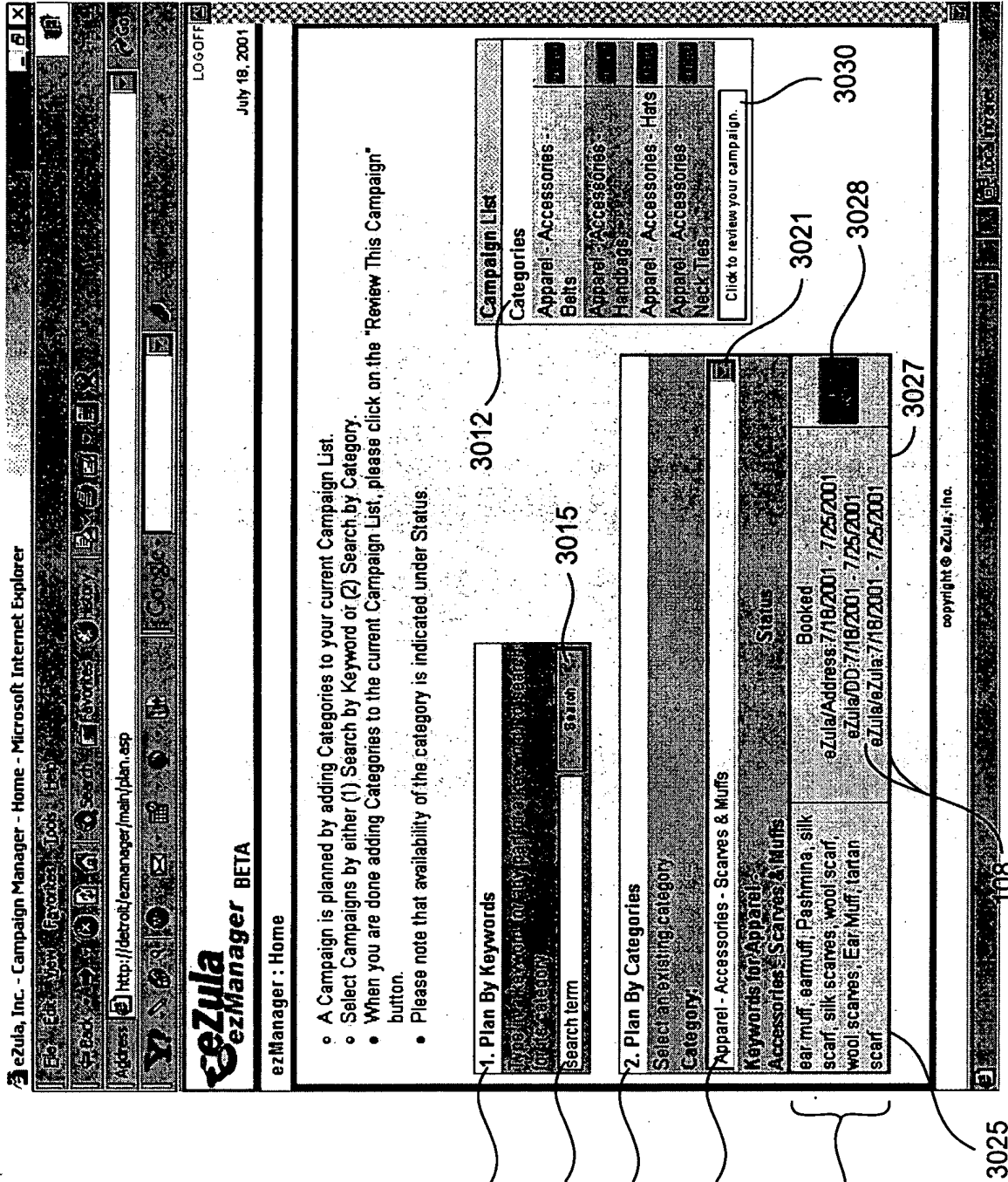


Fig. 24C

28/45

3016

ezZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

Address: http://detroit.ezManager/Man/SearchResults.asp?SearchString=clothing

**ezZula**  
ezManager BETA

Logout July 2, 2001

ezManager: Search Results

3013

Search results for 'clothing'

Categories: Apparel - Hawaiian

Click to review your campaign.

3016

3017

Search results for 'clothing'	Sum	Booked	Select
Babylon: 14; Imesh: 0; LingoWare: 59; Sum: 73	6/27/2001 - 7/4/2001		<input type="checkbox"/>
Apparel			
Active Wear, Activewear, Boys Apparel, Boy's Apparel, Cardigan Sweater, Careerwear, Casualwear, clothing, clothing Company, crew neck, Dresswear, Girls Apparel, Girl's Apparel, Khakis, Knit Shirt, Mens Apparel, Men's Apparel, New Clothes, Turtleneck, Twinset, VNeck Sweater, Womens Apparel, Women's Apparel			
Babylon: 4; Imesh: 42; LingoWare: 6; Sum: 52	6/27/2001 - 7/4/2001		<input checked="" type="checkbox"/>
Apparel - Hawaiian			
Aloha Shirt, Hawaiian Clothes, Hawaiian clothing, Hawaiian Shirt, Straw/Hat			
Babylon: 39; Imesh: 11; LingoWare: 27; Sum: 77	6/27/2001 - 7/4/2001		<input type="checkbox"/>
Apparel - Work Clothes and Uniforms			
Uniforms, Work Clothes, Work clothing			

Back to Category List

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Fig. 24D

29/45

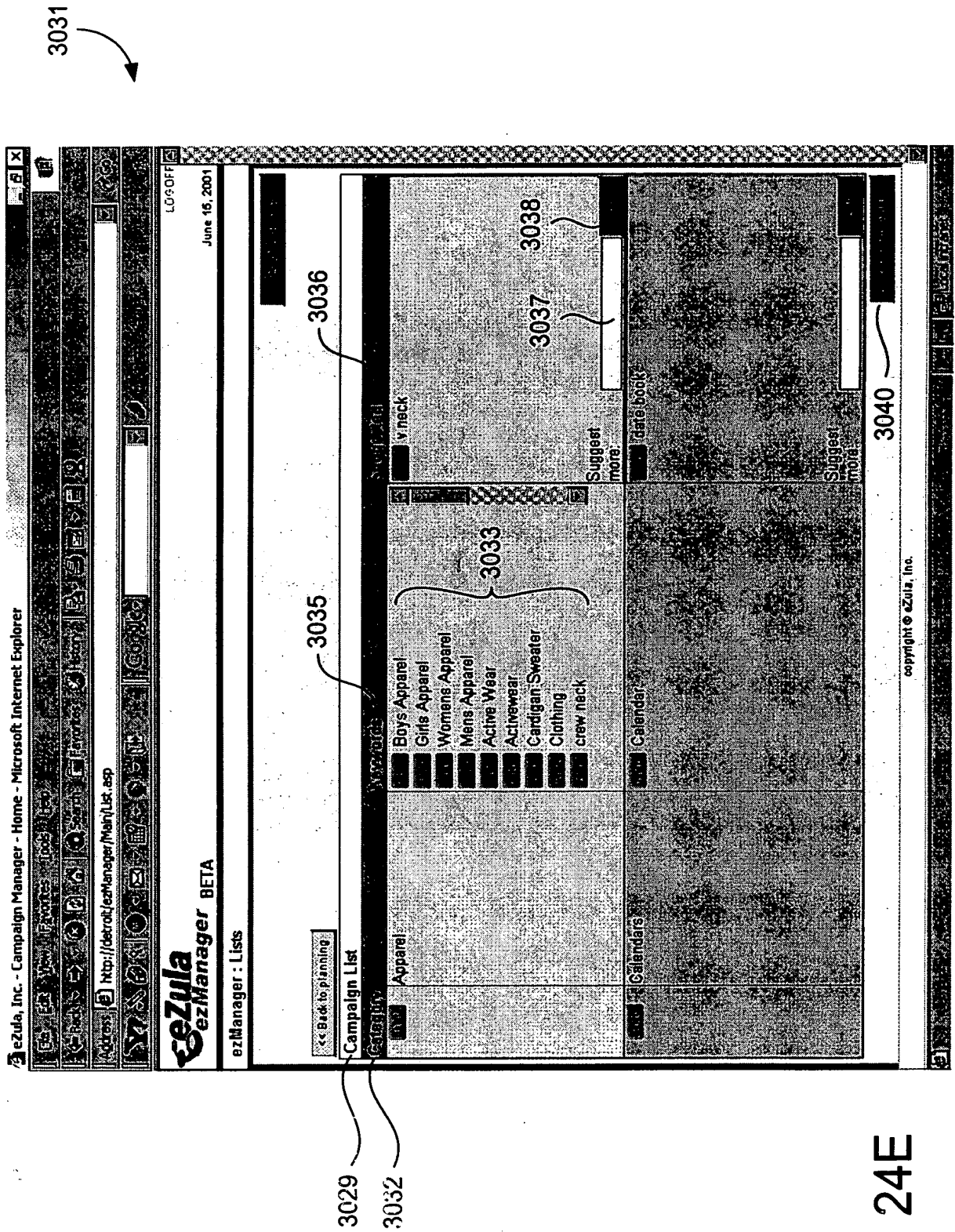


Fig. 24E

30/45

ezZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

Address: http://detroit/ezManager/Main/Book.asp

**ezZula**  
**ezManager** BETA

Logout July 2, 2001

ezManager: Book a Campaign

**Campaign Properties**

- Please enter the Title and URL destination for each category, then press 'update'.
- If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

**Book a Campaign**

Categories/Keywords	Destination Title	Destination URL
Apparel - Accessories Ear Muffs, Pashmina, silk scarf, silk scarves	3046	http:// 3047
Apparel - Hawaiian Alpha Shirt, Hawaiian Shirt, Hawaiian Clothing, Hawaiian Clothes		http://
Apparel - Work Clothes and Uniforms Work Clothing, Uniforms, Work Clothes		http://
Art Galleries Art Collecting, antique collecting, art galleries, art gallery, fine art, impressionist Art, lithographs, art		http://

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Fig. 24F

31/45

3055

eZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

http://debra/camanager/ManBook.asp#1071

• If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

3045

**Book a Campaign**

Categories	Keywords	Destination URL	3046	3047
Apparel - Necktie, Neck Tie	Neck Ties	http://www.neckties.com/		
Accessories bow tie, bowtie,				
Neck Ties power tie, tie pin,				
tiepin				

**Campaign Properties**

3053

Enter a name for your Campaign Name

July 20 2001

July 27 2001

10000

Jonathan Knoll

☒ eZula

The Agency

The Advertiser

☒ eZula ☐ Address ☐ DD 3060

☒ Web3K ☒ KaZaA ☐ eAccel

Restricted Publishers

Restricted Sites (including advertisers)

3056

3057

3062

Copyright © eZula, Inc.

Fig. 24G

32/45

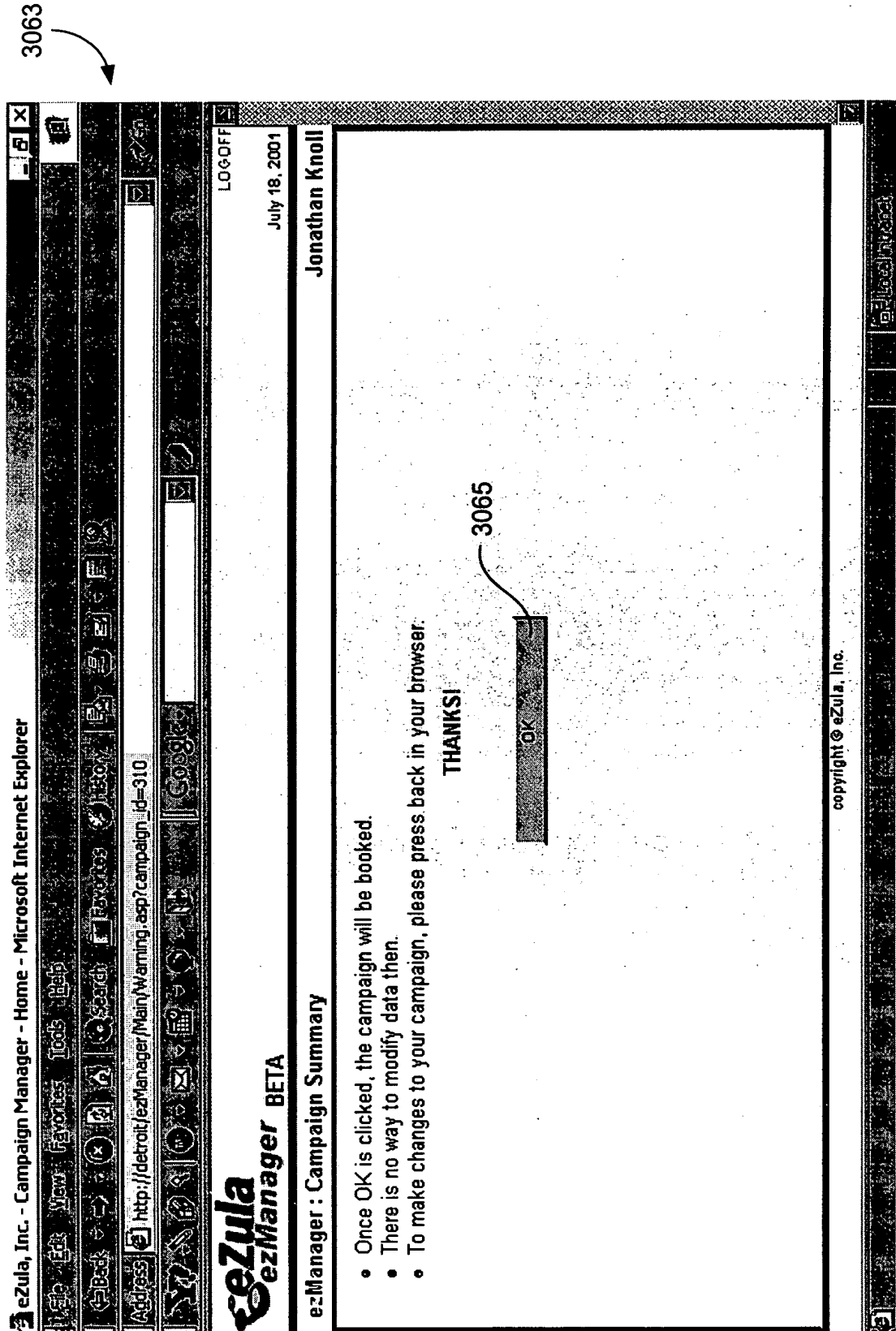


Fig. 24H

33/45

eZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

Address: http://lebot/ezmanager/main/summary.asp?campaign\_id=310&book=8&kw=1083&keywords=View+Keywords

LOG OFF July 18, 2001 Jonathan Knoll

**eZula**  
ezManager BETA

ezManager : Campaign Summary

**Campaign Summary for Campaign #310: Your Campaign Name**

Campaign Manager	Jonathan Knoll
Partners	eZula
Publishers	DD, Web3K, KaZaA, eAccel
Agency	The Agency
Advertiser	The Advertiser
Begin Date	7/19/2001
End Date	7/26/2001
Duration	7 days
CPG	0.6
Number of Clicks	10000
Notes	- Restricted Publishers - Restricted Sites (including advertisers)

**Category Information**

Category	Calendars
Booked For	DD, eAccel, KaZaA, Web3K
Category	Computing - Downloads - IM
Booked For	Address, DD, eAccel, eZula, KaZaA, Web3K

**Book Campaign**

Your campaign has been booked!

Book Another Campaign

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**Keyword List**

Calendar
april*
august*
december*
february*
january*
july*
june*
march*
may*
november*
october*
september*

3066

3068

3067

Fig. 241

34/45

ezZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

Address: http://detrolk/ezManager/main/Book2.asp?campaign\_id=54

ezZula  
ezManager BETA

LOGOFF July 2, 2001

ezManager : Book a Campaign

The Requested Time of this Campaign conflicts with another campaign for the following Categories.

3071

Category	Partner/Publisher	Booked Date	
Apparel - Accessories Sunglasses - 1047	Cydoor/Babylon	6/27/2001 - 7/4/2001	Delete From List
Apparel - Accessories Sunglasses - 1047	Cydoor/Imesh	6/27/2001 - 7/4/2001	Delete From List
Apparel - Accessories Sunglasses - 1047	Cydoor/LingoWare	6/27/2001 - 7/4/2001	Delete From List
Apparel - Work Clothes and Uniforms - 1053	Cydoor/Babylon	6/27/2001 - 7/4/2001	Add to Wish List
Apparel - Work Clothes and Uniforms - 1053	Cydoor/Imesh	6/27/2001 - 7/4/2001	Add to Wish List
Apparel - Work Clothes and Uniforms - 1053	Cydoor/LingoWare	6/27/2001 - 7/4/2001	Add to Wish List

Please select between the following options:

1. Delete category from this campaign for conflicting publishers.
2. Delete category from this campaign for conflicting publishers, and add to Wish List.
3. Go back and modify Campaign Properties (some information will be lost).

3070

3072

Continue >>

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Fig. 24J

35/45

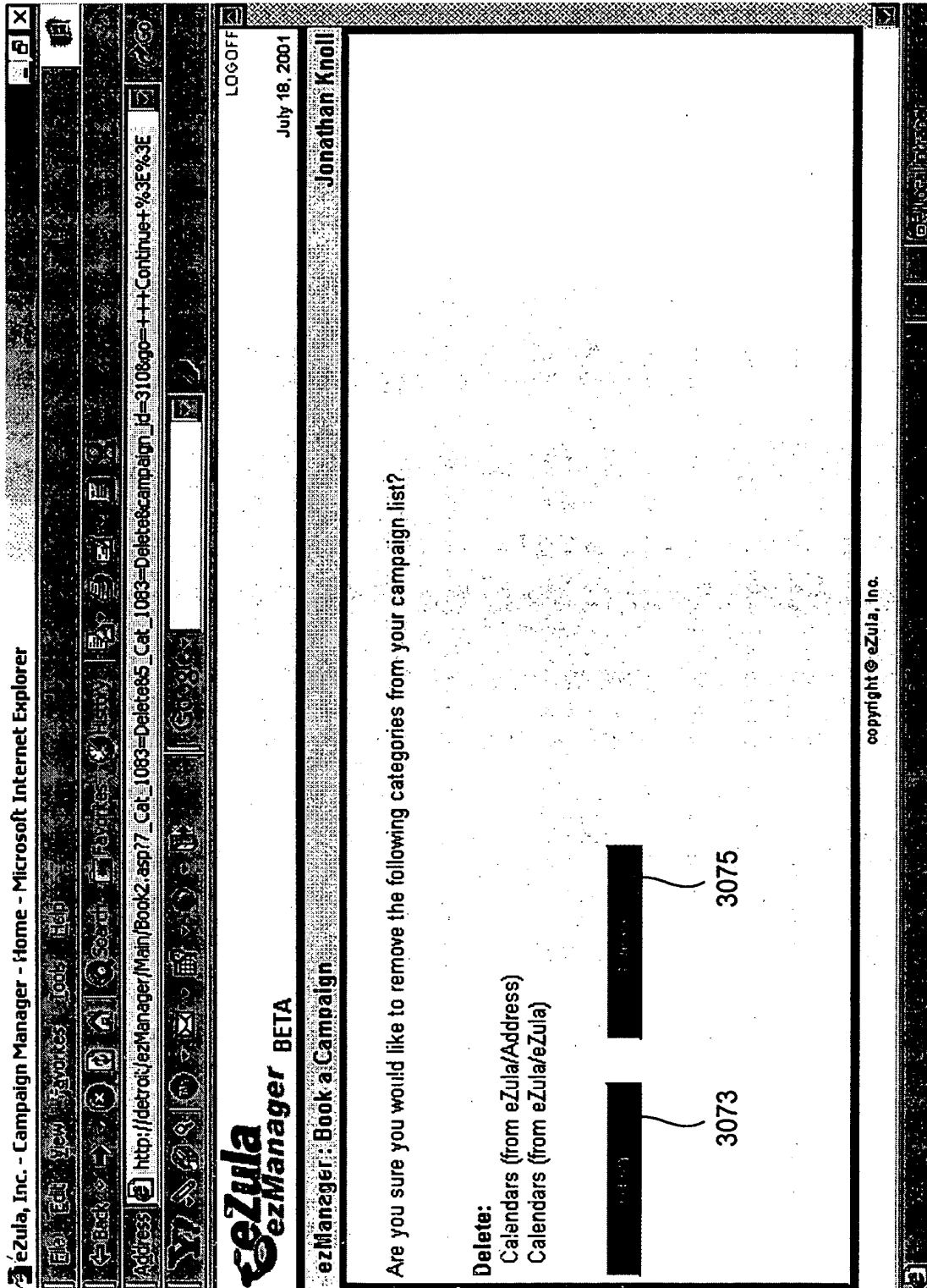


Fig. 24K

36/45

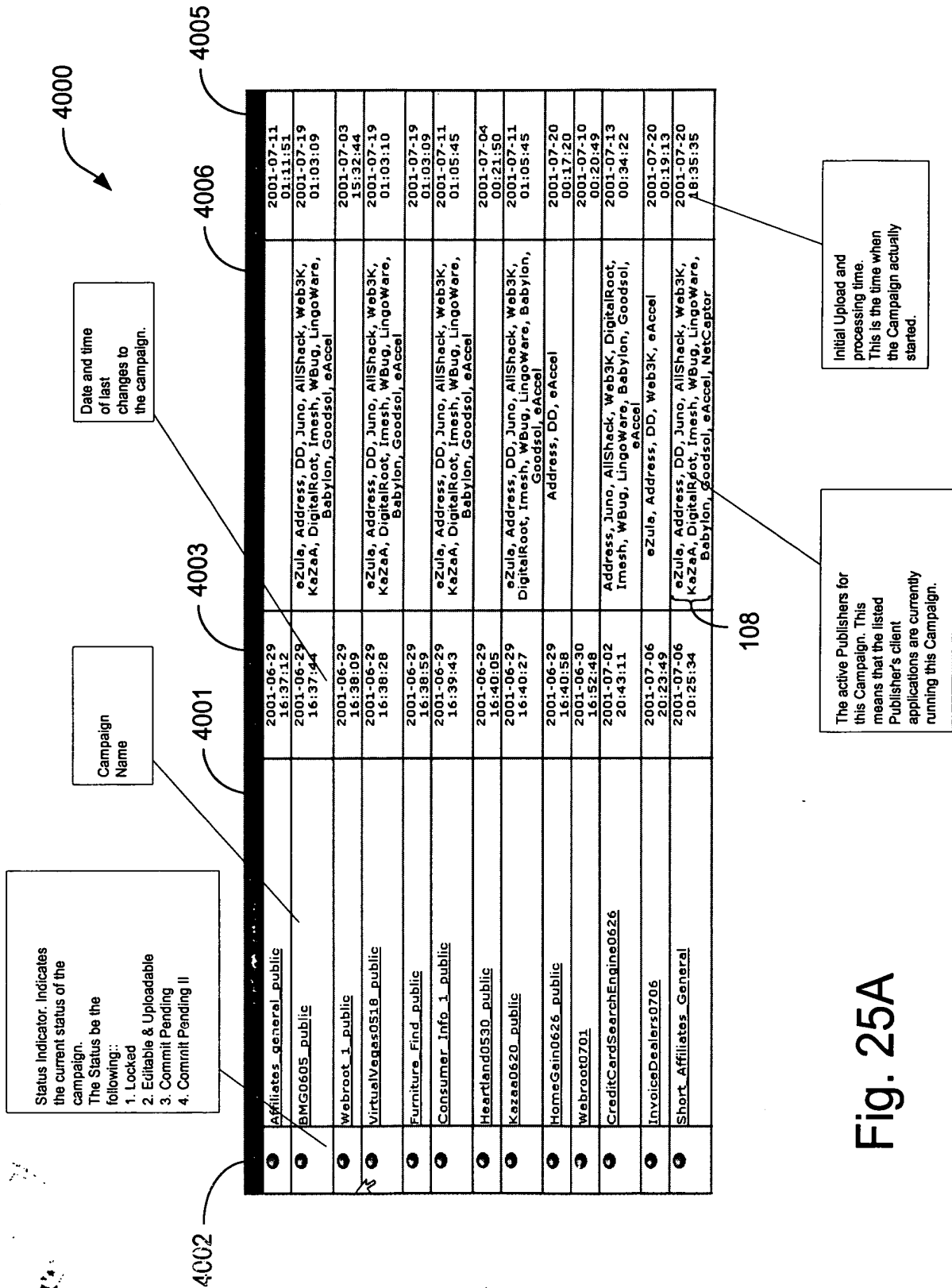


Fig. 25A

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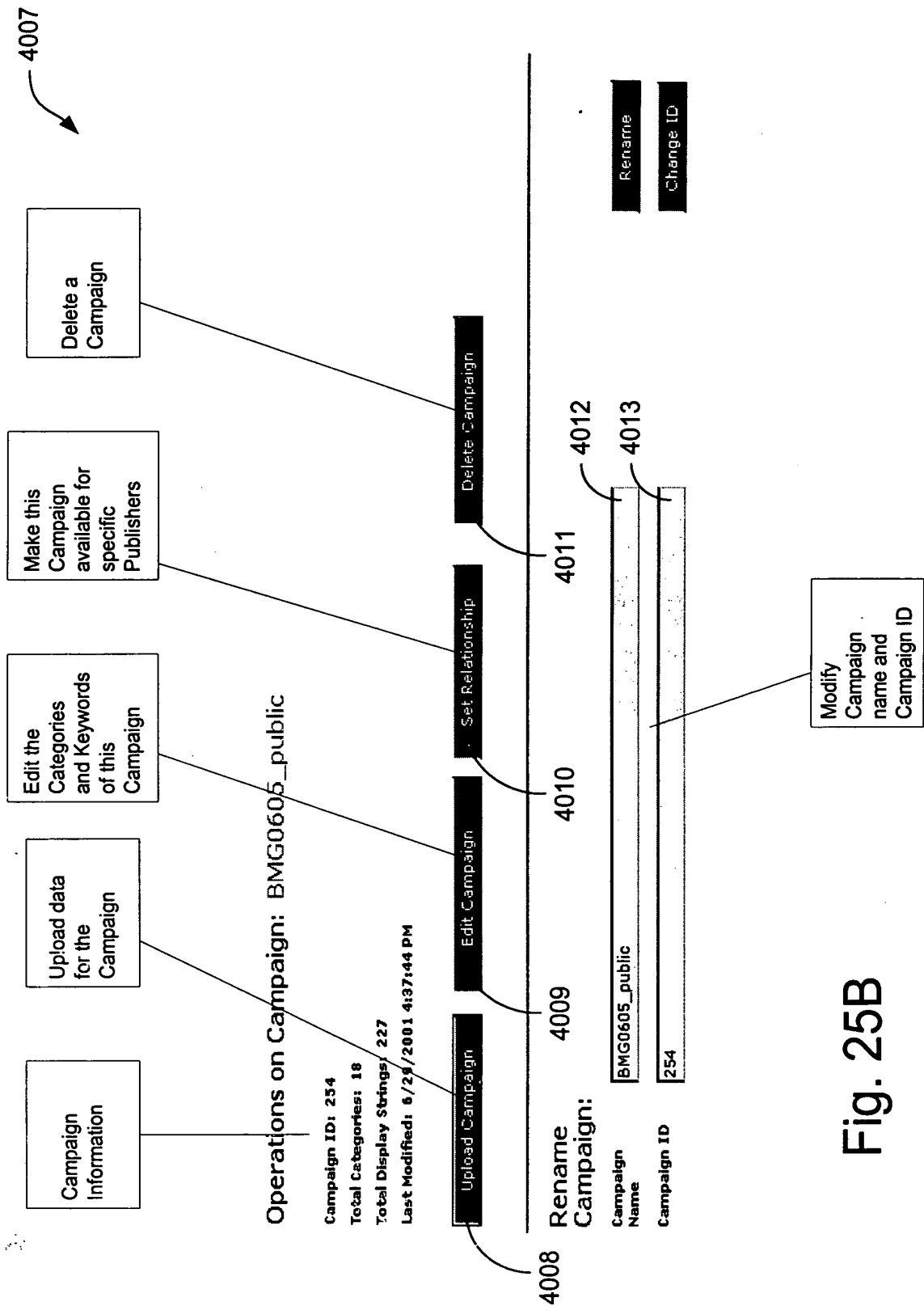


Fig. 25B

38/45

**Campaign name**

**Edit campaign: BMG0605\_public**

View Categories Starting With: All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Non-Letter **Current Index all**

**Edit Category**

Category	Keywords
Music - Styles Classical	Keywords
Music - Styles Discount	Keywords
Music	Keywords
Music - Artists	Keywords
Music - Artists - Beatles	Keywords
Music - Artists - Enya	Keywords
Music - Styles Jazz	Keywords
Music - Artists - Madonna	Keywords
Music - Club	Keywords
Music - Styles Country	Keywords
Music - Styles Rock	Keywords
Music - Styles Rap Hip Hop	Keywords
Music - Styles Pop	Keywords
Music - Styles Soul	Keywords
Music - Styles Alternative	Keywords

**Click to manage keywords**

**Click for Category Properties**

**Scroll through the Categories**

Move First Previous Next Move Last

Records 1 to 15 of 18

Fig. 25C

39/45

**Edit Category Properties**

Category: Music - Styles Classical

Current Site: [www.bmgmusicSERVICE.com](http://www.bmgmusicSERVICE.com)

EDIT

Limit per page: 3

Priority: 100

Site: To change: select a new site from the list  

Sites

 OR  
 Add a new site (<http://www.site.com>)

Site logic: ☐ Unchecked: This category will NOT show in this site  
☐ Checked: This category will ONLY show in this site

Save Changes

Select Site from list or add new Site

Site Logic - show or do not show this category on the specified site(s)

Category name and the destination site

Limits per page for words from this category

Priority to follow for words from this category

4025

Fig. 25D

40/45

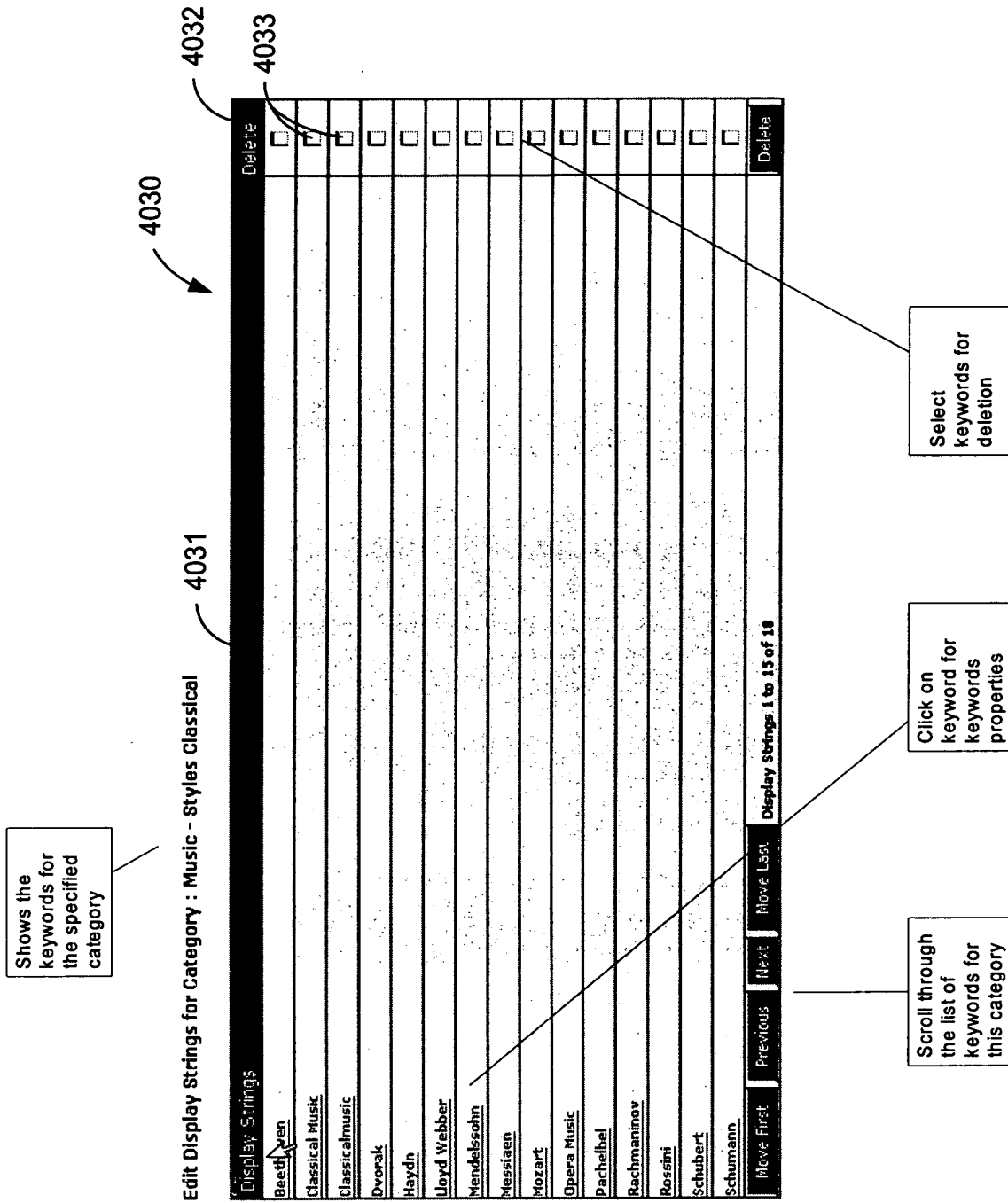


Fig. 25E

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**Add new Display Strings for Category : Music - 8styles Classical**

**Add new keywords for the specified category**

**Keyword (Display String)**

**Display String**

**Title**

**URL**

Select an existing title from this list.

- Select a title -

-OR-

If the desired title is not currently in the list, type in a new title.

**Add New**

**Title - the text message that appears on hover**

**URL destination upon click**

4030

4035

4036

4037

4038

4040

4041

Fig. 25F

43/45

Campaign properties

Publishers

Set this Campaign for this Publisher - Yes or No

Current status of the Campaign per this Publisher

### Set Campaigns - Publishers Relationship

Campaign Name: BMG0605\_public  
 Campaign ID: 254  
 Campaign Version: 4.0

Publisher	Set Campaign - Publisher	As of: 7/23/2001 5:13:06 PM	Version for Publisher	Major
eZula	<input checked="" type="checkbox"/> Yes	Has Campaign	7.5	<input type="checkbox"/> Yes
Address 4055	<input type="checkbox"/> Yes	Does not have this campaign	19.10	<input type="checkbox"/> Yes
FreeServe	<input type="checkbox"/> Yes	Does not have this campaign	4.2	<input type="checkbox"/> Yes
QAtest1	<input type="checkbox"/> Yes	Does not have this campaign	0.0	<input type="checkbox"/> Yes
GatorTest	<input type="checkbox"/> Yes	Does not have this campaign	1.0	<input type="checkbox"/> Yes

The data version of this Publisher

Should the data update for this publisher be a Major or Minor update.

Fig. 25H

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**Categories File** (points to 'Categories file' label)

**Data File** (points to 'Select Display Strings file' label)

**Campaign Name** (points to 'Campaign update version' label)

**Campaign version** (points to 'Campaign update version' label)

**4060** (points to the main wizard area)

**4061** (points to the instruction text)

**4062** (points to the 'Campaign update version' field)

**4065** (points to the 'Browse...' button for 'Select Display Strings file')

**4063** (points to the 'Select Categories file' label)

**4066** (points to the 'Settings' section)

**Settings:**

**Load Type:**

- ☒ **Entire Set**  
The Data file includes both existing and new records. If not in this file, it will be deleted.
- ☐ **New & Updated Records**  
The Data in the file is new records only. This data will be added to your already existing records on the server.

**Next >>**

**Select between updating the entire set of data or just adding new records** (points to the radio button options)

Please use the following wizard in order to add to your current or new campaigns. All files must follow the default format that was established for you according to your specifications. If any changes are desired, please contact us.

Campaign: **SMC0605\_Public**

Campaign update version: **4.0**

Select Display Strings file: **Browse...**

Select Categories file: **Browse...**

Please note that we only support text files (.txt) currently. Excel support will be added in the next few weeks.

Fig. 25I

45/45

Domain name

Select for deletion

This restrict sites list is a list of sites where the eZula markups will not take place.  
 Once you add or delete to this list the changes will be propagated to the client applications.

Restricted Sites	Delete
63.200.130.235	<input type="checkbox"/>
backwire.com	<input checked="" type="checkbox"/>
betcbs.com	<input checked="" type="checkbox"/>
bmgmusicservice.com	<input type="checkbox"/>
care2.com	<input type="checkbox"/>
cdnip.com	<input type="checkbox"/>

Fig. 25J